

1 A Scoping Review on the Evolution and Impact of
2 Corporate Purpose Using Bibliometrics and Topic
3 Modeling

4 Research Proposal

5 Chungil Chae NA

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7 The concept of corporate purpose has received significant academic attention over the
8 past few decades. A bibliometric analysis of the literature from 1992 to 2024 provides
9 a comprehensive overview of the research landscape and highlights key trends, col-
10 laborations, and thematic developments. This essay aims to provide insights into the
11 development and current state of corporate purpose research by describing the main
12 findings of this analysis.

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26 Introduction

27 Corporate purpose has become a pivotal concept in contemporary business practices and academic
28 research. This scoping review aims to explore the evolution of corporate purpose literature, identify

key trends and themes, and understand its impact on organizational performance and stakeholder engagement through the combined use of bibliometrics and topic modeling.

Background and Literature Review

Corporate purpose literature has seen substantial growth, reflecting its increasing importance in the business world. A preliminary bibliometric analysis from 1992 to 2024 reveals significant international collaboration and diverse research topics such as sustainability, corporate governance, and ethical business practices. The integration of topic modeling will provide deeper insights into the thematic structure of this literature.

Research Questions

- How has the academic interest in corporate purpose evolved over the past three decades?
- What are the predominant themes and trends in corporate purpose research?
- How does corporate purpose impact organizational performance and stakeholder engagement?
- What role do sustainability and ethical considerations play in defining corporate purpose?

Objectives

- To map the evolution of corporate purpose literature from 1992 to 2024 using bibliometrics.
- To identify key journals, authors, and institutions contributing to the field.
- To analyze thematic trends and emerging topics within corporate purpose research through topic modeling.
- To evaluate the practical implications of corporate purpose on business performance and stakeholder relationships.

Methodology

- Bibliometric Analysis:
 - Use tools like VOSviewer and R to analyze the dataset from the Scopus database.
 - Identify key trends, influential authors, major journals, and collaboration networks.
- Topic Modeling:
 - Apply Latent Dirichlet Allocation (LDA) to abstracts and keywords to identify underlying themes and topic trends. Visualize topic distributions over time to understand the evolution of research focus.
- Scoping Review:

- Conduct a comprehensive literature review to summarize findings from bibliometric and topic modeling analyses.
- Identify gaps in the literature and propose areas for future research.

Data Collection

- The data for this study will be collected from the Scopus database, covering articles, reviews, and conference papers related to corporate purpose published between 1992 and 2024.

Expected Outcomes

- A comprehensive map of the evolution of corporate purpose literature. Identification of key themes and trends using topic modeling. Insights into the impact of corporate purpose on organizational performance and stakeholder engagement.
- Identification of research gaps and recommendations for future studies.

Significance

- This research will provide a detailed overview of the corporate purpose literature, highlighting its evolution and key themes. The combination of bibliometrics and topic modeling will offer a nuanced understanding of the field, contributing valuable insights for both academic researchers and business practitioners.

Timeline

- Month 1–2: Literature review and data collection.
- Month 3–4: Bibliometric analysis.
- Month 5–6: Topic modeling and analysis.
- Month 7: Synthesis of findings and writing the scoping review.
- Month 8: Submission and dissemination of findings.

Budget

- Data Access: Subscription to Scopus database – \$500
- Software: VOSviewer and R – Free
- Miscellaneous: Printing, travel for case studies, etc. – \$1000

85 Conclusion

86 This scoping review aims to contribute to the understanding of corporate purpose in the academic
87 and business communities by providing a detailed analysis of its evolution, themes, and practical
88 impacts. The combined use of bibliometrics and topic modeling will offer comprehensive insights
89 and identify directions for future research.

90 References